

## ORDER



**Orders**  
**Order / Rev:** 725113  
**Alt Order #:** 06397581  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:**  
**Flight Dates:** 10/26/12 - 10/30/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:** Stephanie Kincaid  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	31	\$113,700.00	\$96,645.00
10/29/12	10/30/12	28	\$51,400.00	\$43,690.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$113,700.00	\$96,645.00	0.00
November 2012	28	\$51,400.00	\$43,690.00	0.00
<b>Totals</b>	<b>59</b>	<b>\$165,100.00</b>	<b>\$140,335.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/26/12	10/30/12	430-5a News 430-5a News	CM	430-5a	MT---S	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT---S			3			\$150.00		0.00			
E 2	WTSP	10/26/12	10/30/12	5-530a 5-530a 10 News	CM	5-530a	MT--FSS	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--			3			\$200.00		0.00			
E 3	WTSP	10/26/12	10/30/12	530-6a 530-6a 10 News	CM	530-6a	MT--F--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--			3			\$300.00		0.00			
E 4	WTSP	10/26/12	10/30/12	M-F 930-10a Inside Edition	CM	930-10a	MT--FSS	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--			3			\$200.00		0.00			
E 5	WTSP	10/26/12	10/30/12	M-F 10-11a Studio 10	CM	10-11a	MT--FSS	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--			3			\$150.00		0.00			
E 6	WTSP	10/26/12	10/30/12	Y&R Young and the Restless	CM	1230-130p	MT--FSS	:30	3	\$1,400.00	P-3	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 725113  
 Alt Order #: 06397581  
 Flight Dates: 10/26/12 - 10/30/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WTSP	10/26/12	10/30/12	Y&R Young and the Restless	CM	1230-130p	MT--FSS	:30	3	\$1,400.00	P-3	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$1,400.00		0.00			
E 7	WTSP	10/26/12	10/30/12	M-F 2-3p The Talk	CM	2-3p	MT--FSS	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$600.00		0.00			
E 8	WTSP	10/26/12	10/30/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MT--FSS	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$550.00		0.00			
E 9	WTSP	10/26/12	10/30/12	7-730p Wheel of Fortune	CM	7-730p	MT--FSS	:30	3	\$2,600.00	P-3	0.00	NM	3	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$2,600.00		0.00			
E 10	WTSP	10/26/12	10/30/12	730-8p Jeopardy	CM	730-8p	MT--FSS	:30	3	\$3,000.00	P-3	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$3,000.00		0.00			
E 11	WTSP	10/26/12	10/30/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MT--FSS	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$700.00		0.00			
E 12	WTSP	10/26/12	10/30/12	Late Late Show Late Late Show	CM	1237-137a	MT--FSS	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		3				\$350.00		0.00			
E 13	WTSP	10/29/12	10/29/12	Mon Prime C Hawaii Five-0	CM	Mon 10-11p	M-----	:30	2	\$7,000.00	P-3	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$7,000.00		0.00			
E 14	WTSP	10/30/12	10/30/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$9,000.00		0.00			
E 15	WTSP	10/30/12	10/30/12	Tue Prime C Vegas	CM	Tue 10-11p	-T-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$8,000.00		0.00			
E 16	WTSP	10/26/12	10/26/12	Fri Prime A NCIS	CM	Fri 8-9p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$6,000.00		0.00			
E 17	WTSP	10/26/12	10/26/12	Fri Prime B CSI: NY	CM	Fri 9-10p	----F--	:30	2	\$6,000.00	P-3	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		2				\$6,000.00		0.00			
E 18	WTSP	10/26/12	10/26/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	2	\$6,000.00	P-3	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		2				\$6,000.00		0.00			
E 19	WTSP	10/27/12	10/27/12	Local Prime Special Local Prime Special	CM	Local Prime Spec	-----S-	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		2				\$3,000.00		0.00			
E 20	WTSP	10/27/12	10/27/12	Sat Prime B Crimetime Saturday	CM	Sat 9-10p	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Flight Dates: 10/26/12 - 10/30/12

Advertiser: Romney/ R / President  
Product Desc: ROMNEY FOR PRESIDENT  
Estimate: WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WTSP	10/27/12	10/27/12	Sat Prime B Crimetime Saturday	CM	Sat 9-10p	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$3,000.00		0.00				
E 21	WTSP	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	Sat 10-11p	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$3,000.00		0.00				
E 22	WTSP	10/28/12	10/28/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$9,000.00		0.00				
E 23	WTSP	10/28/12	10/28/12	Sun Prime B Amazing Race	CM	Sun 8-9p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$9,000.00		0.00				
E 24	WTSP	10/28/12	10/28/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$7,000.00		0.00				
E 25	WTSP	10/28/12	10/28/12	Sun Prime D The Mentalist	CM	Sun 10-11p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$7,000.00		0.00				
E 26	WTSP	10/27/12	10/27/12	Florida Football Daytime Florida Football Daytime	CM	Florida Football Daytime	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$10,000.00		0.00				
E 27	WTSP	10/27/12	10/27/12	Gators Special Gators Special	CM	Gators Special	-----S-	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		2			\$1,000.00		0.00				
E 28	WTSP	10/28/12	10/28/12	NFL Today NFL Today	CM	12-1p (12:00 PM-1:00 PM)	-----S	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$1,500.00		0.00				
E 29	WTSP	10/28/12	10/28/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		2			\$8,000.00		0.00				
Totals													59	\$165,100.00	